



# SANFORD COMMUNITY REDEVELOPMENT AGENCY

A COMPONENT UNIT OF THE CITY OF SANFORD



## ANNUAL REPORT

### 2012-2013

OCTOBER 1, 2012-SEPTEMBER 30, 2013

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# CRA

## BOARD MEMBERS



### Chair

Maria Shreve

### Vice Chair

Bruce McKibbin

### Members

Charles Davis

Otto Garrett

Robert Hawkins 12/2013

Brian Volk as of 6/2013 County Appointed

### Executive Director

Nick Mcray, City of Sanford Economic Development Director  
until 2/2013

Tom George, Interim Director 3/2013-5/2013

Robert Turk, City of Sanford Economic Development Director  
6/2013

### Treasurer

Cynthia Lindsay, City of Sanford Finance Director

## CRA VISION STATEMENT

“A UNIQUE AND VIBRANT PLACE  
TO LIVE, WORK, PLAY, AND VISIT.”

## CRA MISSION STATEMENT

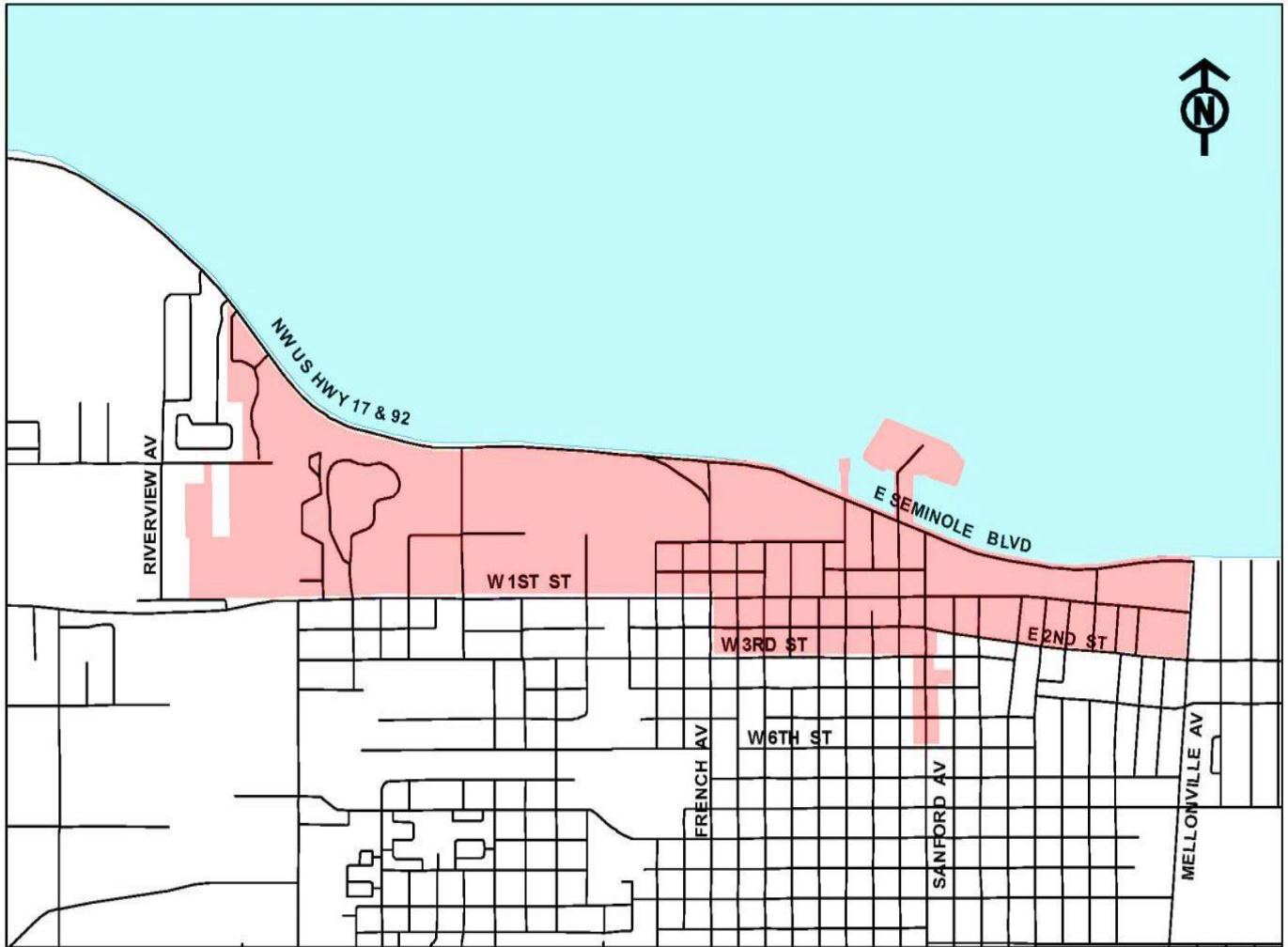
“REVITALIZE AND ENHANCE  
THE CRA DISTRICT BY STRENGTHENING  
ECONOMIC VITALITY AND LIVABILITY.”

## CRA GOALS

- AGGRESSIVELY PURSUE REDEVELOPMENT/REVITALIZATION TO ENHANCE ECONOMIC VITALITY AND LIVABILITY
- INTEGRATE THE DOWNTOWN-WATERFRONT IN FUNCTION, ACTIVITY AND TRANSPORTATION
- IMPROVE CRA DISTRICT CONDITIONS IN BOTH PHYSICAL AND SOCIAL QUALITY WHILE PRESERVING HISTORICAL SIGNIFICANCE







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## Waterfront CRA Boundary





## CRA 2012-2013 FINANCIAL STATEMENT

### Lake Monroe Waterfront & Downtown Sanford Community Redevelopment Area

#### Balance Sheet

Operating Cash and Equivalents	\$ 1,683,005
Accounts Receivable	55
Due from County	4,274
Prepaid items and other assets	-
Amount to be Provided for Retirement of General L-T-D	440,000
Total Assets & Other Debits	<u>\$ 2,127,334</u>
Loan Payable	\$ 440,000
Other Payables	56,062
Fund Balance	232,739
F/B-Reserved for Encumbrances	1,398,533
Total Liabilities & Fund Balance	<u>\$ 2,127,335</u>

#### Statement of Revenues, Expenditures & Cash Available

Revenues & Other Sources:	<u>Budget</u>	<u>Actual</u>	<u>Balance</u>	<u>% Budget</u>
Current Ad Valorem-Ray Valdes	579,826	\$ 576,814	\$ 3,012	99%
Current Ad Valorem-Seminole County Portion	459,168	449,086	10,082	98%
Interest	9,215	4,276	4,939	46%
Use of Reserves	1,170,127	-	1,170,127	0%
Total Revenues & Other Sources	<u>\$ 2,218,336</u>	<u>\$ 1,030,176</u>	<u>\$ 1,188,160</u>	
Expenditures:				
Personnel Expenditures	\$ 103,226	\$ 75,349	\$ 27,877	73%
Professional Services	15,000	4,423	10,577	29%
Other Contractual Services	62,000	60,307	1,693	97%
Postage and transportation	250	20	230	0%
Rentals and Leases - UCF Incubator	83,230	89,790	560	108%
Repairs and Maintenance	255	255	-	100%
Printing and binding	200	0	200	0%
Promotional Activities	43,400	41,624	1,776	96%
Other charges/obligations	1,500	1,498	2	100%
Registrations/Conference/Seminars	4,000	4,000	0	100%
Buildings	1,200	745	455	62%
Road / Infrastructure Projects	1,566,150	55,925	1,510,225	4%
Debt Service - 1st Street Streetscape Loan	232,102	232,685	-	100%
Loan Amortization	2,731	2,731	-	100%
Rehabilitation Subsidy Grants	101,347	4,313	97,034	4%
Total Expenditures & Other Uses - FY2011	<u>\$ 2,218,336</u>	<u>\$ 564,934</u>	<u>\$ 1,651,254</u>	

# OVERVIEW



The Community Development Agency was established in 1995 with an anticipated 20 year life as a redevelopment district. In addition to funding several major streetscape projects such as First Street and Sanford Avenue, the CRA also funds programs which aid in re-development and revitalization of the downtown district. These programs include: Annuals/ Flower Planting, Amtrak Downtown Shuttle, Event Promotions Grants, Façade Grants, Rehabilitation Loan Subsidy Grants, and Marketing Efforts.

As a local, regional and national market participant, the City of Sanford Downtown / Waterfront Community Redevelopment Agency (CRA) was able to effect significant revitalization during Fiscal Year 2012/2013 through the deliberate execution of the projects and priorities articulated in the District Redevelopment Plan and Five Year Plan.

The Rehabilitation Loan Subsidy Program and the Façade Improvement Program's continue to be successful in encouraging private investment in revitalization and economic development within the CRA district.

The Sanford Community Redevelopment Agency continues to have great success in revitalization of the downtown through deliberate execution of the projects and priorities of the CRA Redevelopment Plan. The influence and programs of the Sanford CRA continue to enhance the downtown district and to create vitality, diversity and a bright future.

# ACTIVITY SUMMARY

During the reporting period, October 2012 – September 2013, the City of Sanford Community Redevelopment Agency provided recommendations and funding for the following projects and activities:

## **Streetscape Projects:**

- Sanford Avenue Streetscape

## **Other Projects:**

- Replacement of flower annuals
- CRA sponsored full time employee for downtown
- UCF Incubator

## **Programs and Promotions**

- Alive After Five \*
- Kids House 5k Run
- St. Johns River Art Festival \*
- Pirate Festival
- Pints and Paws
- Love Your Shorts Film Festival
- Crappie Masters Fish Tournament
- Thunder Run
- Rehabilitation Loan Subsidy Program
  - 212 First Street \$57,058.78 Rehabilitation Loan Subsidy Grant
- Façade Improvement Grant Program
  - 211-217 E. First Street \$3,150.00

## **Other Activities**

- Amtrak Downtown Shuttle \*



### \*ALIVE AFTER 5

AA5 is Central Florida's largest recurring monthly street party with live music, local artists, food and beverage sampling in a beautiful historic town. AA5 remains a key promotional partnership bringing people to Sanford's downtown and contributing significantly to the area's redevelopment and revitalization. This monthly Street Party continues to grow and bring thousands of new and returning visitors to our downtown and has gained regional recognition as a regular community/ social event. The second Thursday of each month, from 5 to 8pm, rain or shine.

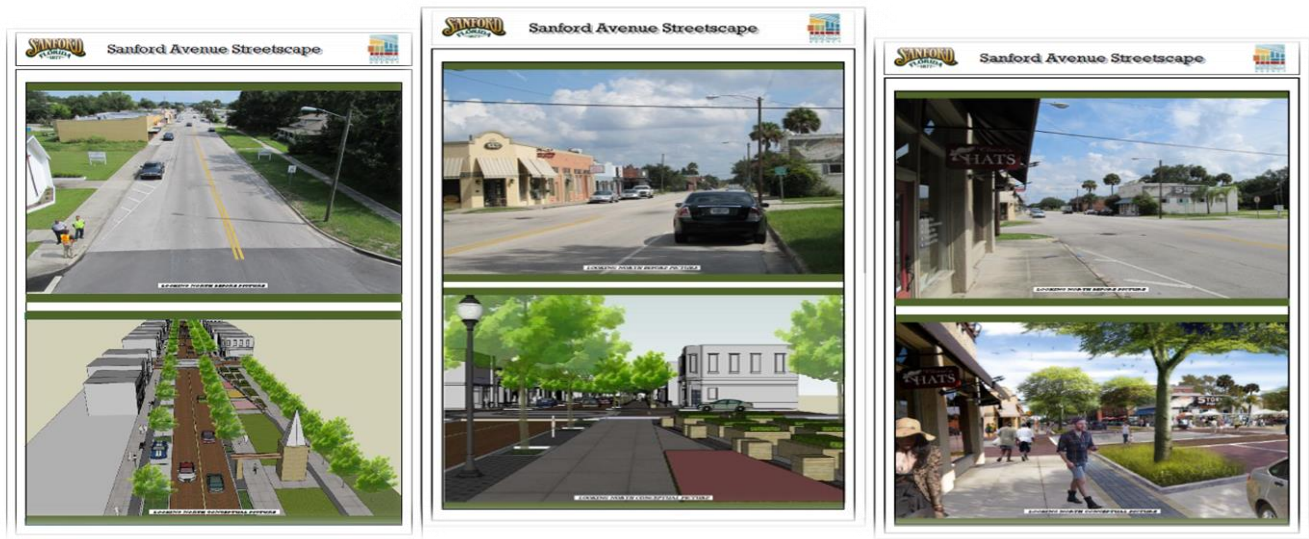
### \*THE ST. JOHNS RIVER ART FESTIVAL

The St. Johns River Art Festival, drew thousands of attendees to the Historic District. The City and merchants benefited from revenue generated from the artist three day stay. The local businesses reported positive feedback in outstanding sales in food and merchandise. This event continues to grow in numbers and is has great success.

### \*AMTRAK SHUTTLE SERVICE

In partnership with Amtrak, Lake Mary Shuttle provides daily transportation for passengers from the Amtrak Auto Train Station on Persimmon Avenue bringing passengers to Downtown Sanford's Historic Welcome Center on First Street. Thanks to funding from the Sanford Community Redevelopment Agency (CRA), the shuttle is free of charge and runs daily from the Amtrak Auto Train Station to Downtown Sanford every 20 minutes from 12 PM to 2 PM with return trips until 2:40 PM.

# MAJOR PROJECTS, PROGRAMS AND ACTIVITIES



## SANFORD AVENUE STREETSCAPE DESIGN

The Sanford Avenue Streetscape design integrates the needs of business owners, pedestrians, cyclists, residents and visitors. The City of Sanford and Sanford Community Redevelopment Agency have worked diligently with its community partners, such as businesses, property owners and residents of Sanford to create a workable, cost-efficient concept to redevelop the six-block area of Sanford Avenue. Sanford Avenue is also a cultural corridor that when re-developed will be an ideal location to attract new businesses to Sanford. This project is a result of the annexation of a five block stretch of Sanford Avenue into the CRA in 2009.

Elements of the Sanford Avenue Streetscape include adding more green to downtown by planting trees and landscaping. Street lights, event power, wider sidewalks, brick paved drive lanes, parallel parking spaces, decorative benches, bicycle racks and trash receptacles was added for elevated beauty and functionality attracting more residents and visitors.

Construction of the project began in August of 2013 beginning with new infrastructure, including potable and reclaim waterlines and meters, and new storm water inlets. The streetscape will include, new trees, landscape beds, street lights, event power, wider sidewalks, brick paved drive lanes, concrete parking spaces, decorative benches and trash receptacles.

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